



HERU

HERITAGE URBANISM URBANIZAM NASLIJEĐA

Urban and Spatial Models for Urbanistički i prostorni modeli  
Revival and Enhancement za oživljavanje i unaprjeđenje  
of Cultural Heritage kulturnoga naslijeđa

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**CULTURAL  
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—  
POSSIBILITIES  
FOR SPATIAL  
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RAZVOJNE  
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ZAGREB, 2015

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## FOREWORD

Prof. **MLADEN OBAD ŠĆITAROCI**, Ph.D, F.C.A.  
Head of the *Heritage Urbanism* research project

The international scientific conference *Cultural Heritage – Possibilities for Spatial and Economic Development* (Zagreb, 22-23 October, 2015) was organized by the Faculty of Architecture, University of Zagreb and the Department of Fine Arts, Croatian Academy of Sciences and Arts. The conference is part of the research project *Heritage Urbanism – 2032 HERU – Urban and Spatial Models for Revival and Enhancement of Cultural Heritage*, financially supported by the Croatian Science Foundation.

The starting point of the conference stems from the main thesis of the research project: heritage must not only be a historic monument (protected object), but also an active factor (creative entity) in contemporary life and cultural, social, economic and spatial development of a community. The conference was held in the Drašković Palace in the Upper Town in Zagreb, which is a cultural heritage in its own right, just like the medieval town in which it lies.

Three publications were published: book of abstracts (ISBN 978-953-8042-07-2), book of posters (ISBN 978-953-8042-12-6) and conference proceedings (ISBN 978-953-8042-11-9). All three publications were published in electronic form, while

conference proceedings were also published in print (ISBN 978-953-8042-10-2).

In total, 233 authors from 21 countries and four continents took part. They came from 39 universities - 34 European, three Asian, one African and one Australian. The following countries were represented (in the order of the total number of papers): Croatia, Italy, Portugal, Spain, Hungary, Japan, the Netherlands, Slovenia, Serbia, Austria, Bosnia and Herzegovina, Bulgaria, Montenegro, Ethiopia, China, New Zealand, Germany, the Netherlands, Poland, Sweden and Thailand. Many papers were co-authored by several authors, from several countries and different universities, indicating how well-developed international cooperation in research is. Numerous papers were co-authored by professors and their students or doctoral candidates, presenting the research carried out as part of the graduate or doctoral programme and as part of research projects.

The book of abstracts contains 142 abstracts – 87 from Croatia and 55 from 19 other countries, from the total of 227 authors (116 from Croatia and 111 from abroad). Conference proceedings contain 105 papers – 68 from Croatia and 37 from 17 other countries, from the total of 177

authors (101 from Croatia and 76 from abroad). The book of posters contains 23 works by 37 authors. Communications are grouped into three thematic groups: planning and heritage, perceiving heritage and development based on heritage.

Four invited international speakers also presented at the conference – Prof. Andrea Bruno and Prof. Vincenzo Paolo Bagnato from Italy, and Prof. Tigran Hass and Prof. Krister Olsson from Sweden.

Organization of the conference and publication of conference proceedings were made possible by the financial support of the following institutions: City of Zagreb, Foundation of Croatian Academy of Sciences and Arts, Ministry of Culture, Italian Cultural Institute, Zagreb Tourist Board, Kamgrad Zagreb and In-Grad Zagreb.

Patrons of the conference are Ministry of Science, Education and Sports of the Republic of Croatia, Ministry of Culture of the Republic of Croatia and the City of Zagreb.

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## SUSTAINABLE RURAL TOURISM WINERIES IN THE RIBERA DEL DUERO, SPAIN

### ODRŽIVI RURALNI TURIZAM VINARIJE U REGIJI RIBERA DEL DUERO, ŠPANJOLSKA

**KEY WORDS**  
sustainable rural tourism  
wine tourism  
wineries  
natural areas  
Ribera del Duero

**KLJUČNE RIJEČI**  
održivi ruralni turizam  
vinski turizam  
vinarije  
prirodna područja  
Ribera del Duero

The Ribera del Duero, is located in the Autonomous Community of Castilha and León (Spain), despite having reputation of its wines all over the world, it needs an extra effort to value their natural areas. This paper proposes to restore the local tourism sector; joining sustainable rural tourism wineries integrate with nature and landscape. Using indicators and SWOT analysis (strengths, weaknesses, opportunities and threats) on the characteristics of wine tourism in Ribera del Duero, it is possible to propose a strategic planning for sustainable rural tourism in this region. The suggested activities can lead to multiple benefits for economic, social, and environmentally developed; adding sustainable and local development to an all the winery region

U radu se analiziraju obilježja regije Ribera del Duero, koja se nalazi u slivu rijeke Duero i pripada općini Castilla y León, a koja unatoč međunarodno priznatoj kvaliteti svojih vina ima manjak prirodnih područja. Stoga je predloženo unaprijeđenje održivog ruralnog turizma regije, uzimajući u obzir prirodni okoliš zajedno s vinskim turizmom. Kroz pokazatelje i SWOT analizu (prednosti, slabosti, prilike i prijetnje) moguće je provesti strategijsko planiranje za prikrivanje nedostataka u društvenom, ekonomskom i ekološkom smislu. Predložene aktivnosti mogu značiti brojne pogodnosti za ekonomski razvoj, društvenoj sredini te zaštitu okoliša, stvarajući dodatnu vrijednost samoj regiji.

## INTRODUCTION OF SUSTAINABLE RURAL TOURISM

Sustainable tourism provides benefits; promoting the local, social and environmental benefits. The development of tourist attractions of a territory is considered a major challenge for strategic tourism planning; aiming the population growth to the local economy. These territories have splendid natural resources, which can be used to improve the quality of life and employment level.<sup>1</sup>

Spain is recognized worldwide by tourism; which has been and remains one of the main sectors of production. Although the current status of protected Spanish areas has environmental imbalances contrasts, with different protective laws, heterogeneous policy objectives, and lack of prioritization at national level.<sup>2</sup> A critical example is the Autonomous Community of Castilla y León, where there is just 3.1% of the total natural protection of Spain;<sup>3</sup> which is degraded and almost unexploited for rural tourism.

Sustainable rural tourism is seen, therefore, as an opportunity to improve the tourism sector; generating activities in both urban and natural environment. It is an instrument of innovative planning; improving sustainable tourism in protected areas and combining economic, cultural, social, and environmental aspects. Their strengths and weaknesses are a basis for defining future scenarios for local development and defining strategy for tourism sustainable.<sup>4</sup> Furthermore, the implementation creates environmental awareness as well it increases welfare and improves the livelihoods of communities; adding support to local economies.<sup>5</sup>

The paper contribution is the aggregation of a sustainable rural tourism model for the wine tourism in Ribera del Duero, Community of Castilla y León; which that despite having an internationally recognized quality of their wines, natural areas are untapped.

The research methodology followed the connection between wineries and natural areas as a tourist attraction; according to the indicators of environmental, social, and economic aspects of Ribera del Duero. Finally, through the analysis of SWOT (strengths, weaknesses, opportunities, and threats), we have made an assessment for the development of sustainable rural tourism strategic plan to the Ribera del Duero.

## LA RIBERA DEL DUERO IN THE WINE CONTEXT

The wine tourism in the European Union, with the development of tourist leisure activities dedicated to cultural enjoyment and vines, has experienced strong momentum in recent years.<sup>6</sup> Interest in visiting the Wine Routes in Spain beginning in 2001 when the Spanish Association of Wine Cities (ACEVIN) gets the support of the General Secretariat of Tourism to work on norms concerning this tourist product. In a total there are 67 designations of origin of the 17 autonomous communities that form the Spanish State. There are a total of twenty-two distinct Wine Routes; with sixteen certified and six being in the certification process.

The number of visitors that the associated wineries with the Wine Routes of Spain in 2010 received an increase of 1.3% when compared with values obtained in 2009, and 20% when compared to 2008. The most visited Wine Route was Penedes, followed by Marco de Jerez, Rioja Alavesa and Ribera del Duero.<sup>7</sup> Another important aspect was that more than 84% of wine tourists – who decided to visit one of the Wine Routes of Spain in 2008, 2009, and 2010 – did primarily outside the months of July and August; keeping their activities throughout the year.<sup>8</sup>

The Denomination of Origen Ribera del Duero has 115 km long, occupying about 3,000 km<sup>2</sup> and are located on the Duero river and its tributaries (e.g.: at north, Arandilla and Gomejón; at the south, Riaza and Duratón), along the provinces of Soria, Burgos, Segovia and Valladolid, all of them in the Castilla y León region, Spain (Fig. 1).

The Denomination of Origen Ribera del Duero was a process of modernization and transformation of the wineries of the Duero River. It was established in 1982 and has achieved international renown for the quality of its wines. Nevertheless, the numbers of visitors from 2009 to 2010 fell around 30%; as an effect of the economic crisis.<sup>9</sup> The crisis did not affect some other of Wines Routes of Spain.



Fig. 1 Location, darker, of Ribera del Duero (based on the map of declivity of the Community of Castile and León)

1 Fariña and Higuera, 1999

2 Mulero, 2002

3 *Idem.*

4 <http://www.redeuroparc.org> (15.06.2014)

5 <http://www.spainun.org> (25.07.2014)

6 Miranda and Fernández, 2011

7 *Idem.*

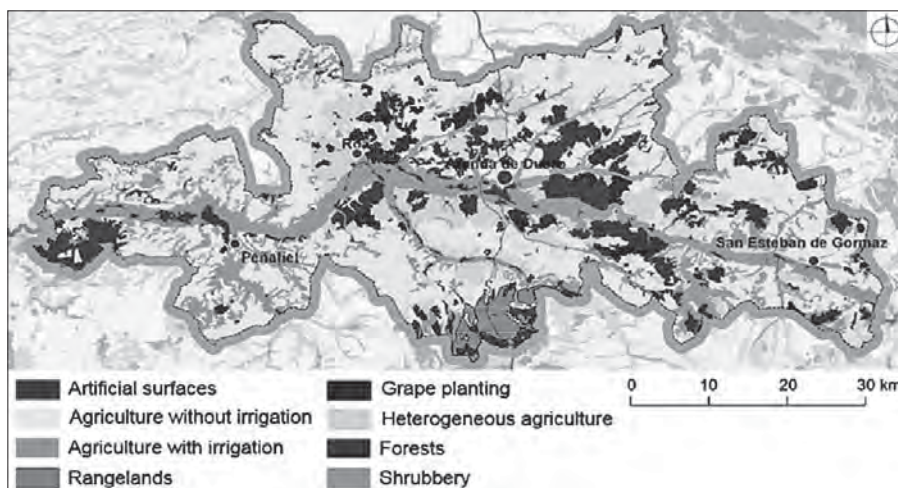
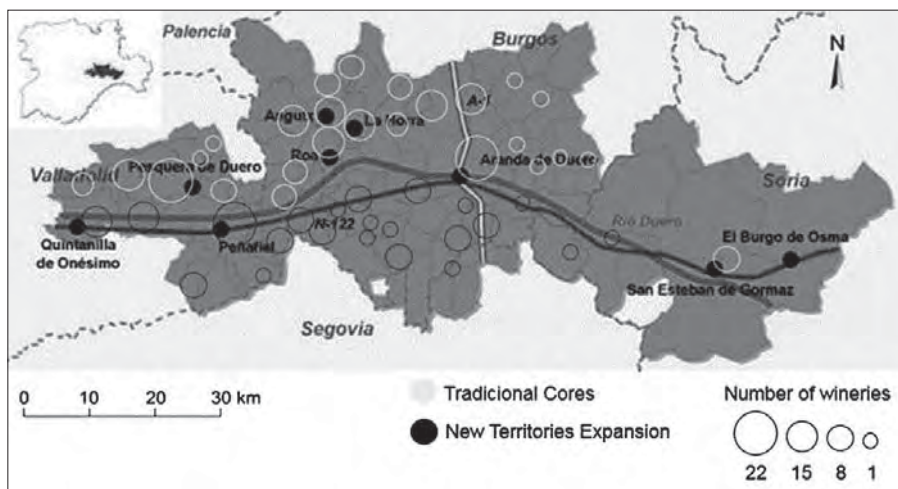
8 *Idem.*

9 Miranda and Fernández, 2011



**Fig. 2** Areas and number of wine cellars (based on Vettonia, GI (Team for Research in Industrial Geography, University of Salamanca), with data from Regulatory Council of the Denomination of Origin Ribera del Duero and the National Institute of Statistics of Spain)

**Fig. 3** Occupation of land in the Ribera del Duero (based on Molinero and Casco, 2011; with data from Corine Land Cover 2000)



**Tab. I** The growth of the Domination of Origin Ribera del Duero since 1990 (based on Vettonia, GI with data from Regulatory Council of the Denomination of Origin Ribera del Duero)

**Tab. II** SWOT Analysis of the Ribera del Duero

Years	No. Hectares	No. Viticultores	No. Wineries
1990	9.250		
1991	9.500		
1992	10.000		
1993	10.277		64
1994	10.947		71
1995	11.300		75
1996	11.700		80
1997	12.226	6.385	87
1998	12.577		92
1999	13.536	7.153	109
2000	14.054	7.280	124
2001	15.262	7.548	140
2002	17.103	7.844	165
2003	18.452	8.135	178
2004	19.438	8.362	219
2005	20.046	8.487	236

INTERNAL FACTORS	
WEAKNESSES	STRENGTHS
The existing natural areas are few exploited	Integration with denomination of origin.
The wineries have few complementary activities; mainly related to rural tourism.	In the New Territories Expansion wineries are more remote from urban centers; with larger plots and conducive to maximizing landscape.
The visits are restrict to wineries.	The allocation of land for the installation of new wineries.
Tenuous connection with each wineries	Ecological infrastructure conducive to quality wine production.
Disincentive to wine tourism through local authorities	The wines are known and have international market quality; attracting visits to wineries.
Lack of organization of cultural events and tourism around the wine for the attraction of tourists.	Own vineyard
	They specialize in the distribution to hotels, restaurants, and catering.
EXTERNAL FACTORS	
THREATS	OPPORTUNITIES
Number of visitors has declined due the current economic crisis.	Growing interest of people in the world for wine culture.
The economic crisis influences the lack of public and private support for the wine tourism	Growth of people looking for leisure due the improving the quality of life when in touch with nature.
The wine tourism in Ribera del Duero can be adversely affected by wineries La Rioja which are	There is a greater environmental awareness in developed countries.
Turismo exótico rural en extranjero.	Exotic rural tourism abroad.



The wine regions are divided into two territories called Traditional Cores and New Expansion Territories. Traditional Cores are located on the north of river. The main place is around *Roa de Duero (Burgos)* and surrounding municipalities (as *Pedrosa de Duero, La Horra, and Anguix*). The characteristics that dominate are the small independent wineries and the focus to the aging of part of its production.<sup>10</sup>

The New Expansion Territories are identified in the largest population areas. The main communication path linking the wineries in the region, crosses it, and goes from *Quintanilla Onesimus* in Valladolid to *San Esteban de Gormaz* in Soria (N-122). In these territories, the wineries are further away from urban centers and surrounded by their own vineyard, with larger plots than in the Traditional Cores.<sup>11</sup> However, there is a lack of communication between the wineries at further north and south of the N-122 main road (Fig. 2).

The natural factors favoring regional landscape of vineyards; with upland topography developed between 720 and 880 meters of altitude. Weather conditions are determined by its high altitude and continentally climate; with severe winter temperatures with frequent frosts. Rainfall is scarce and irregular (of 300-550 l/m<sup>2</sup> per year); with the risk of drought. Insolation is around 2,200 and 2,800 hours per year; with fresh and dry summers. Those temperatures, sunshine, and rainfall make an ecological infrastructure conducive to quality wine production;<sup>12</sup> that they occupy about 6.3% of the total vineyard area in the region of Ribera del Duero, based on 2007 data.<sup>13</sup>

The landscape of Ribera stands out for the vineyard; in certain way the cultural landscape has replaced the natural. However, there are also pine forests, afforestation inherited from the past two centuries. The landscape is marked by crops without irrigation (75% of farmland) and by outstanding harvests irrigated crops and vineyards (25% of farmland) (Fig. 3). Irrigated crops and vineyards are not dominated in extent, but in economic value and social appreciation. Mainly in respect of vineyards, which adds all the wealth and employment generated in the elaboration, care, and distribution of wines.<sup>14</sup>

Commercialization of wine from Ribera del Duero stands out through many aspects. A superior appreciation by aging; use of local variety, but complemented by international varieties to suit the tastes of foreign markets; differentiated their brands with its own personality; specialization in the distribution channel HORECA (Hotels, Restaurants, and Catering); and increasing the importance to the external image to the buildings where they make wine, so they are leaving the old ones located within the town of municipalities to build new facilities in the suburbs, near the vineyards.<sup>15</sup>

Ribera del Duero comes in second place in the segment of high quality wines in Spain with 14.5% of Spain market share; only below Rioja with 39.4%.<sup>16</sup> Data collected from annual report of Control Board of Ribera del Duero show the growth of the Denomination of Origin since 1990, in hectares, winemakers, and wineries; as shown in Tab. I and Fig. 4.

As shown, the quality wine produced in Ribera del Duero has favorable ecological conditions for the production of the wine; which promotes an important feature for local identity and creates the incentive to wine tourism. The characteristic of tourism, which aims, is related to the balance between nature and territory. It is also important knowledge of the environment with methodologies and objectives; discarding the use of non-local systems used in distinct cultural and ecological realities.<sup>17</sup> If these conditions are ignored, there will be impacts on soil, flora and fauna, and reduced efficiency of the urban system designed.<sup>18</sup>

#### ANALYSIS OF THE STRENGTHS AND WEAKNESSES OF WINE TOURISM ADAPTED TO LANDSCAPE RIBERA DEL DUERO

The analysis that follows is to structure the indicators of the wine sector as a productive system adapted to the landscape in the Ribera del Duero. Identified through the SWOT analysis are the internal aspects of strengths and weaknesses, and external

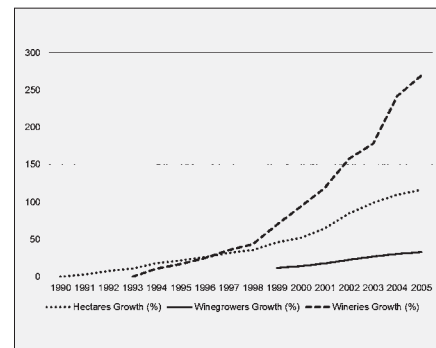


Fig. 4 Growth graph of Domination of Origin Ribera del Duero since 1990 (by authors, prepared from Tab. I)

<sup>10</sup> Aparicio, et al., 2008

<sup>11</sup> *Idem*.

<sup>12</sup> Molinero, 1997

<sup>13</sup> Consejería de Agricultura de la Junta de Castilla y León, 2007

<sup>14</sup> Molinero and Casco, 2011

<sup>15</sup> Aparicio, et al., 2008

<sup>16</sup> *Idem*.

<sup>17</sup> Fariña and Higuera, 1999

<sup>18</sup> Higuera, 2009: 52

**Tab. III** Strategic plan for sustainable rural tourism in the Ribera del Duero activities

**Tab. IV** Benefits and costs of sustainable rural tourism in the Ribera del Duero

ACTIVITIES	NATURAL RESOURCES	EXAMPLES
Contemplation of nature	Reserve and natural scenery, vineyards, rivers, mountains.	Creation of viewpoints in the best views of Ribera.
Trips across the landscape	Reserve and natural landscape, rivers, vineyards.	Connecting routes via car, motorcycle, biking, river cruise, hiking, horseback and others.
Sports	River, Mountain.	Watersports, climbing.
Adventure	Whitewater, high slopes.	Rafting, rappel, ziplining

	BENEFITS	COSTS
Economic	More employment, improvement and diversification of local activities.	Creation of additional infrastructure.
Social	Cultural exchange, increase of population interest on leisure and environmental concern.	Conflict between local communities and visitors; alteration of local cultures.
Environmental	Improvement of natural areas.	Risk of air and water pollution; disturbance of fauna and flora.

aspects of opportunities and threats (Tab. II). Generating a strategy for improvement of the Ribera del Duero for sustainable rural tourism.

The SWOT relates as past experiences with future development options; i.e., strengths are interpreted as past successes, and weaknesses as mistakes in the past. The same is true of the opportunities and threats as indicators of success and errors, respectively, for forecasting future.<sup>19</sup>

Therefore, from this analysis, it is possible to make a strategic plan to transform weakness into strength; seize opportunities and eliminate threats with directing potential economic, social, and physical benefits of these areas.

## CONCLUSION

Creating an optimistic future scenario for the Ribera del Duero – as an attractive city, competitive, innovative, and integrated – one possible solution is to advance sustainable rural tourism, which is environmentally, socially, and economically beneficial in the territory.

Tourism should be seen as an activity that benefits the environment, the local community, and visitors; this requires an offer of sufficient infrastructure to demand from tourists and residents, without harming nature and losing their identity.

According to the SWOT analysis, the weaknesses of the Ribera del Duero are mainly the few rural activities and natural spaces without utilization; and strengths are the more extensive and away from the village in the New Territories Expansion plots. Therefore, the use of the wineries in the Ribera del Duero with natural spaces can generate more attractive for the region, valuing the cultural landscape, attracting large numbers of tourists with diversified interests.

To achieve the goal of connecting natural areas with visits to wineries, the strategies should include a varied range of tourist activities, with more alternative visitation routes among the vineyards; considering the environment as a whole wine tourism. Routes can be made through the Duero River and its tributaries (e.g.: at north, Arandilla and Gomejón; at south, Riaza and Duratón), connecting spaces vineyard irrigation culture and preserved areas of the region, provide pleasant views and facilitate rural tourism. The diversification of activities is important; because it avoids the seasonality of tourists, keeping their activities throughout the year, and increased use of the territory. Thus, increasing the demand of tourists and also suggesting a longer stay.

Plan strategies for sustainable rural tourism in the Ribera del Duero are divided into four main activities: contemplation of nature, travel through the landscape, sports, and adventures. For each activity, distinct natural resources are assigned as shown in Tab. III. Suggested activities take multiple benefits to the region to develop economically, socially, and environmentally; but also need to pay attention to the potential costs (Tab. IV), if there is a detailed study of activities in relation to the characteristics of the region.

<sup>19</sup> Carnap, 1993